



Cedar Park Sign Ordinance Update

Presented to:

Sign Ordinance Advisory Committee (SOAC)

Presented for:

The City of Cedar Park, Texas

Presented by:

Bret C. Keast, AICP; and David Baird, ESQ, AICP





Project Process





Purpose

- Ensure that the regulations are **consistent with state and federal law**, particularly in light of a recent Supreme Court decision (Reed v. Town of Gilbert, AZ)
- Clearly **spell out and define allowed sign types** that do not rely on their content as to how they are regulated
- Craft regulations **applicable to different areas of town** that have different contexts, e.g. the proposed Bell Boulevard Redevelopment area
- Create regulations that **address the latest and emerging technologies**, LED and traveling messages, etc.
- Use the **City's plans and visions** and to implement appropriate ordinance provisions
- Tie the sign standards to the proposed new **zoning districts and uses**



The City of
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Project Understanding

Key Issues and Points of Consideration

Via the Stakeholder Interviews and Consultant Observations

- Content-based regulation
- Calculating sign area
 - Are different heights reasonable for higher speed and grade-separated roadways?
- Electronic Message Centers (EMCs)
- Signs for multi-tenant properties
- Sign Definitions
- Sign Types
- Design and construction





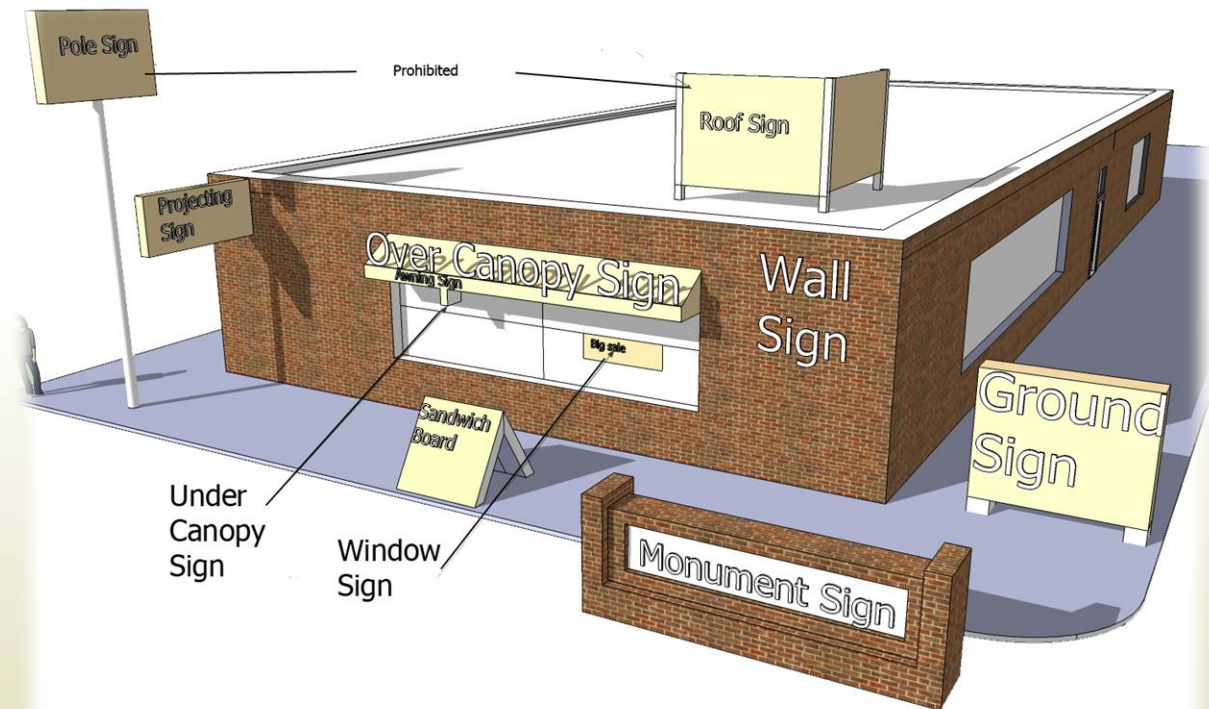
THE **BIG** IDEAS

- 1) Reorganize and Restructure
- 2) Legally Defensible
- 3) Redefine “Sign” and Sign Types
- 4) Sign Area Bonuses
- 5) Electronic Message Center
- 6) Master Sign Plan

The BIG Ideas: **Restructure and Reorganize the Code**

Key Recommendation: Establish regulations that are easier to read.

- Logical flow
 - Organize by zoning district
 - Remove standards from definitions
- Graphics and Tables
 - Sign types
 - Measurement standards
 - Process workflows





The BIG Ideas: **Legally Defensible**

Key Recommendation: Rewrite and amend the sign regulations to be consistent with state and federal case law.

- Don't regulate signs by their message. Regulate by structure type.
- Make sure that all standards are fairly precise.

No:

Fred's Gas Station

Unleaded: \$3.50 Regular \$4.00

"Gas Station Sign"

Yes:

Fred's Gas Station

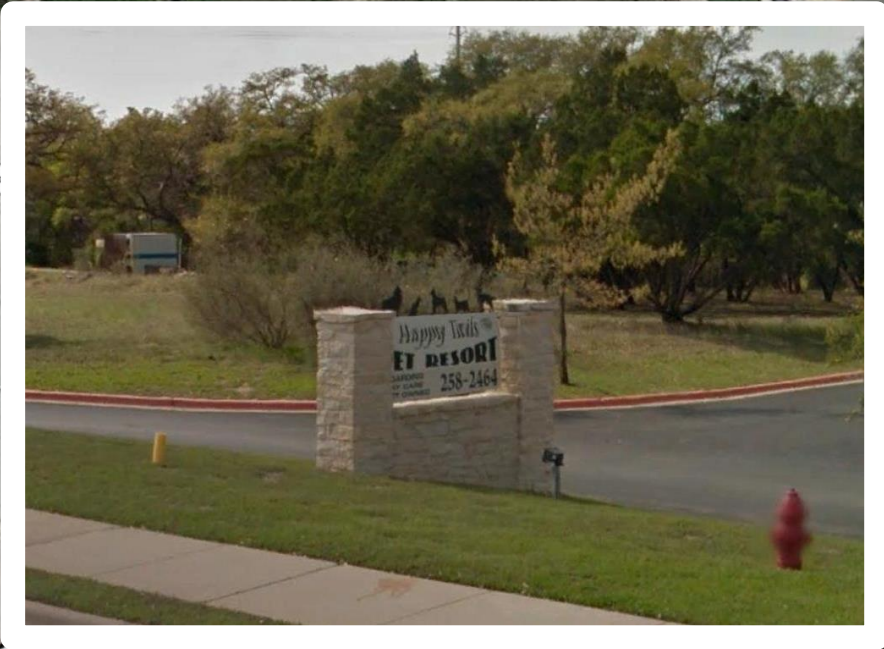
Unleaded: \$3.50 Regular \$4.00

"Monument Sign"

The BIG Ideas: **Redefine “Sign”** and **Sign Types**

Key Recommendation: Draft a clear definition of what constitutes a “sign” and create good definitions for each type of sign that is regulated or exempt.





City Hall

Approximately 265'

Cypress Creek Road

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Google earth

Imagery Date: 7/13/2015 30°29'47.00" N 97°49'22.51" W elev 921 ft eye alt 1942 ft

1995

The BIG Ideas: Sign Area Bonuses

Key Recommendation: Consider offering a bonus in the sign face area in exchange for the inclusion of design enhancements.

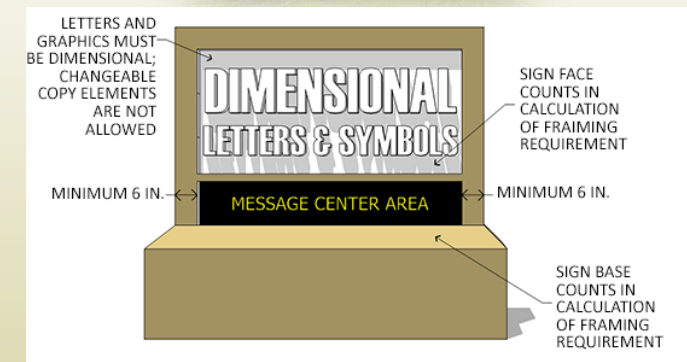
- Design enhancements may include:
 - Architecture
 - Landscaping
 - Organic and natural materials
 - Accent lighting
 - Decorative elements (lamps, gates, embellishments)
- Bonus available
 - 20% bonus for 3+ enhancements
 - May reduce required separation between freestanding signs



The BIG Ideas: **Electronic Message Centers**

Key Recommendation: With the increasing popularity, add specificity as to the standards and requirements for manual and electronic message centers.

- As part of a monument or wall sign if:
 - Size = 24 sf.
 - In conjunction with fixed text or numerals, size calculated on the total combined area
 - Maximum of one electronically controlled reader panel permitted on each
- Where applicable as an integral element
- Operational: Brightness and Transitions
- Spacing: Between Signs and Compatibility



The BIG Ideas: **Master Sign Plan**

Key Recommendation: Establish a process within the sign regulations to allow for submission and approval of a master sign plan for large-scale, mixed use, or multi-tenant developments.

- Standards for specific land uses
- Flexibility criteria
- Conditions of approval





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KENDIG KEAST
COLLABORATIVE

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**WHITE &
SMITH, LLC**
PLANNING AND
LAW GROUP



THE Details

- 1) Defined Sign Type
- 2) Prohibited Signs
- 3) Regulating Sign Size
- 4) Sign Setbacks
- 5) Measurements and Calculations
- 6) Design Standards
- 7) Special Places
- 8) Permitting
- 9) Temporary Signs

The DETAILS: Defined Sign Types

Key Recommendation:

Evaluate and revise the applicable sign types to ensure that they are not content-based.

Collapse permitted sign categories:

Sign Type	Attached	Detached
Arcade	■	■
Banner / Flag	■	■
Canopy / Awning / Marquee	■	
Inflatable	■	■
Kiosk		■
Monument		■
Mural	■	
Projecting	■	
Pylon (183A Tollway only)		■
Sandwich board		■
Super-graphics	■	
Swinging or Bracket		■
Temporary	■	■
Wall / Fence	■	
Window	■	



Detached (Monument Sign)



Attached (Wall Sign)



The DETAILS: Prohibited Signs

Key Recommendation: Review the list of prohibited signs and determine if additional prohibitions are warranted, particularly in the context of new sign types and definitions

Currently Prohibited	Not Currently Prohibited	Those to Consider
Inflatable (prohibited if more than 8' in any one direction)	Future development	Abandoned
Portable	Government	Animated
Pylon (unless specifically permitted)	Human	Pole
Revolving beacons	Incidental	Stacked
Roof	Information	Traffic-blown
Swinging	Kiosk	Wind-blown



The DETAILS: **Regulating Sign Size**

Key Recommendation: Re-evaluate the means of measuring the allowable face area of signs.

► Considerations:

- Multifamily and commercial locations
 - Adequate size – round up to 0.1 sf. per linear foot
 - Increase maximum size (0.1 sf. = 26 sf)
 - Measure height factored to include top of sign to road elevation
- Along 183A Tollway
 - Re-evaluate eligibility criteria relative to remaining undeveloped properties
 - 210 sf. sufficient or too large?
 - 42' adequate or too high?
 - Continue to calculate height relative to grade-separated elevation?

The DETAILS: Sign Setbacks

Key Recommendation: Reduce the required setbacks from street right-of-way in light of other site requirements and view obstructions.

➤ Currently:

- Minimum 12' from street right-of-way, unless:
 - < 30" above street grade
 - < 9' clearance above street grade
 - > 2' for monument signs along portion of U.S. 183
- Not constructed to obscure traffic visibility
- Does not extend into public right-of-way

➤ Recommendations

- Reduce required sign setback (12' to five feet)
- Establish standards for sign placement relative to landscape easement and parking lot landscaping
- Account for sign base so the sign face is above any landscape plantings



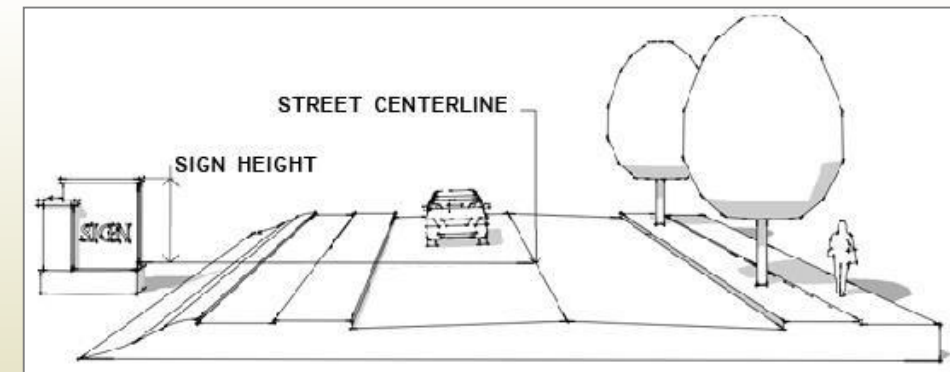
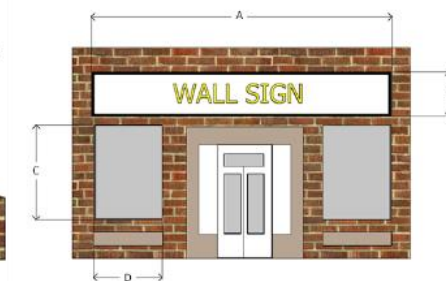


The DETAILS: Measurements and Calculations

Key Recommendation: Clearly articulate the specific means for measuring heights and setbacks and calculating sign face area.

► Recommendations

- How to measure:
 - Setbacks from right-of-way/property line to nearest edge of sign
 - Clearance from average grade to nearest edge of sign
 - Height from grade of street curb or pavement
- How to calculate:
 - Single-faced and double-faced signs calculated per sign face
 - Individual letters or figures calculated as the smallest enclosing rectangle or shape





The DETAILS: Design Standards

Key Recommendation: Establish design standards that reflect the community's preferences for signage.

► Standards to include:

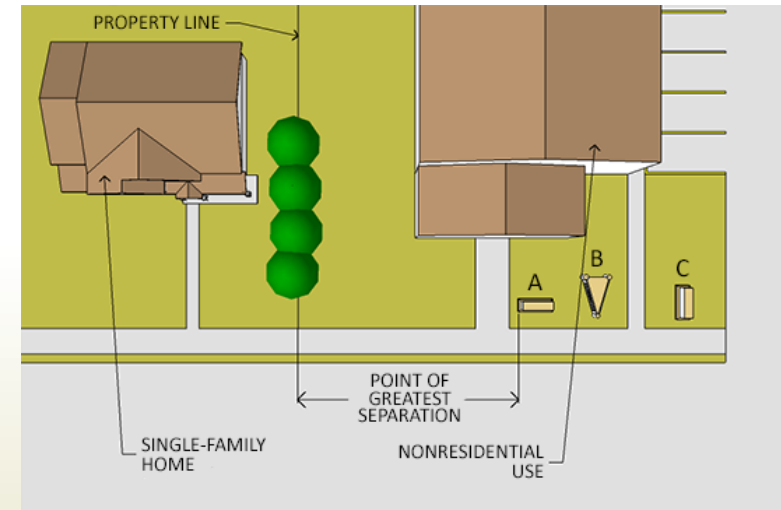
- Compatibility
- Legibility
- Placement
- Colors
- Illumination



The DETAILS: Signs in Special Places

Key Recommendation: Draft special sign standards and requirements for certain districts or development types.

- Recommended
 - Create standards for:
 - Entertainment overlay district
 - Historic landmarks
 - Mixed use development
 - Nonresidential uses in residential areas, e.g., public assembly uses
 - Consider using special or limited approval process for signs in these areas to allow for special review and considerations or conditions



Illustrative of regulations for nonresidential uses in residential districts.

The DETAILS: **Permits or No Permits Required**

Key Recommendation: Evaluate whether or not sign permits are required for certain types of signs, in light of redefining the allowable sign types.

- Currently, sign permits are required to erect, construct, enlarge, move, or convert any sign, or when changing a business, in the City or ETJ
- Exceptions include:
 - On-site real estate “for sale” signs
 - Candidate signs
 - Government signs including traffic signs
 - Private traffic control signs
- Permits are not required to:
 - Change the copy
 - Repainting, cleaning or other normal maintenance or repair
- Require permits for:
 - Flags, based on size, number and location
 - Home businesses

Content-based



The DETAILS: Temporary Signs

Key Recommendation: Consolidate terms and regulations for temporary signage

- Current standards
 - No more than one per 300 linear feet of street frontage
 - Removed 48 hours after property is leased or sale closed
- Considerations
 - Add a single definition and eliminate specific standards for different communication triggers, e.g. business opening, political, etc.
 - Inclusion of other temporary sign types, e.g. window, sandwich board
 - Make square footage cumulative with a limit to total number and size of any one sign
 - Limit number of display days per calendar year (currently 180 days)





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Questions & Discussion

Thank You.





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